

Rep Order# 9799110 Ver# 13 Status Revised
EC'd Yes

Traffic Order# 31495

Printed: 08/30/2012 3:15 PM
Last Received: 08/30/2012 3:02 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1953
Buyer ELISE CLOYD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1953
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---CONTRACT COMMENT---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

REMOVED SPOTS ON LNS 2,3
REVISED TOTAL 7450
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	TH-F	6P-630P	NEWS	:30	\$750.00	08/23-08/24	0	0	0	\$0.00	
				Sales Remark: V13 REMOVED SPOTS								
				V13 Comment Changed, Spots/week Changed								
	*3	TH-F	630P-7P	NEWS	:30	\$900.00	08/23-08/24	0	0	0	\$0.00	
				Buyline Comment: CREDIT: AUG23(1)								
				Sales Remark: V13 REMOVED SPOTS.								
				[CREDIT WAS TAKEN FOR SPOT ON 8/23 (1/WK), MADE-GOOD BY LINE(S) 9]								
				V13 More than 2 codes changed								

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12: 4 / \$1,525.00 Sep 12: 9 / \$5,925.00
Sales Totals: 13 / \$7,450.00
Station Totals: 13 / \$7,450.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$322,511	CABL 0%	UNKN 0%	WBSV 0%	WFLA 30%	WFTS 24%
		WTOG 0%	WTSP 26%	WTTA 0%	WTVT 16%	WWSB 2%

Books null
Demos RA35+

Rep Order# 9799110 Ver# 11 Status Revised
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Printed: 08/29/2012 8:26 AM
Last Received: 08/28/2012 6:10 PM
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2 of 2

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